SONY

New Product Introduction
FWD-50PX1N

FWD-50PX1N Public Display

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Product Concept

With the FWD-50PX1N Sony introduces a new public display designed for professional applications. The PWD-50PX1N display is the first model to have a different chassis design with a new look and feel, which will pave the way for future products. Not only does the shiny acrylic bezel look very stylish, it also prevents the units from being damaged by daily wear and tear. Additionally, four conveniently placed carrying handles ease installation and fixation of the unit, while the various optional mounting brackets are designed to be harmoniously integrated with the display. The optional network management board BKM-FW31 is one of several new products that Sony introduced to build solutions for businesses.

The internal high-performance scan converter ensures that a wide variety of input signal types reproduce smoothly and flawlessly on the WXGA resolution screen. In fact, the FWD-50PX1N can handle video input up to HDTV format, and PC signals all the way up to UXGA resolution, providing users with the compatibility and flexibility they need.

The FWD-50PX1N boasts exceptional levels of brightness and contrast, and with no effective limit to the number of colours it can display, makes the ideal mechanism for delivering all types of visual content. To further enhance the picture quality, Digital Reality Creation™ (DRC™), one of the main parts of the Sony unique WEGA™ Engine is incorporated in the FWD-50PX1N.

Target Application

Its stylish appearance combined with a high quality picture performance, make the FWD-50PX1N the ideal product for all applications where grasping the attention of the visitor or customer is key. The monitor's rugged yet durable design makes it also perfectly suited for rental and tradeshow applications.

The FWD-50PX1N is designed for multiple applications, ranging from promoting products in the shop window and advertising in shopping malls to video-conferencing and business presentations in corporate meeting rooms and reception areas. In addition, it is perfect for setting the right mood in clubs and lounges, playing background video to entertain.

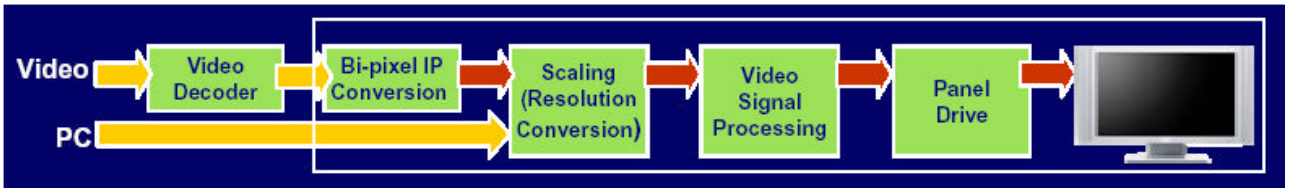
Main Features

High performance

Adopting the latest generation progressive Plasma Display Panel (PDP) with WXGA (1280x768 pixels) as its native resolution, the FWD-50PX1N provides bright and crisp pictures with over 1 billion colours. The panel brightness measures 1000 cd/m^2 resulting in a set brightness of 450 cd/m^2. The anti-reflection coating on the glass panel reduces reflection of ambient light for clear and contrast full images (measured 1000:1).

Brilliant picture quality

The delivered images have excellent clarity and smoothness right across the screen, thanks to the combination of the high-quality panel and the Sony original Bi-pixel I/P conversion technology. The Bi-pixel I/P (Interlace/Progressive) circuit converts interlaced signals to progressive images to effectively higher definition.



The new scaling chip for the resolution conversion ensures optimum image quality. The chip will match the input signal to the plasma panel resulting in high quality, fluid images. The FWD-50PX1N can handle all types of computer inputs from VGA up to UGXA resolution.

Versatile and stylish but robust design

The FWD-50PX1N features a new “Industrial Design”. The bezel has a transparent acrylic layer, protecting the actual painting and thus making the display more robust against scratches during intensive usage. The Sony logo, which can be illuminated but also switched off if necessary, has been smoothly integrated in the bezel.

Other cosmetic improvements include its elegant smart cabling system, effectively hiding all computer, video and audio cables, while four conveniently placed carrying handles ease installation and fixation of the unit. The various optional mounting brackets are designed to be harmoniously integrated with the display.

Multimedia capability

With input connectors for composite, S-video (Y/C) and RGB/component signals, visuals from a wide variety of signal sources can be displayed, ranging from standard video to HDTV, DTV and computer signals up to UXGA. For the reproduction of any composite video signals the optional BKM-FW10 video board is required.

Other Features

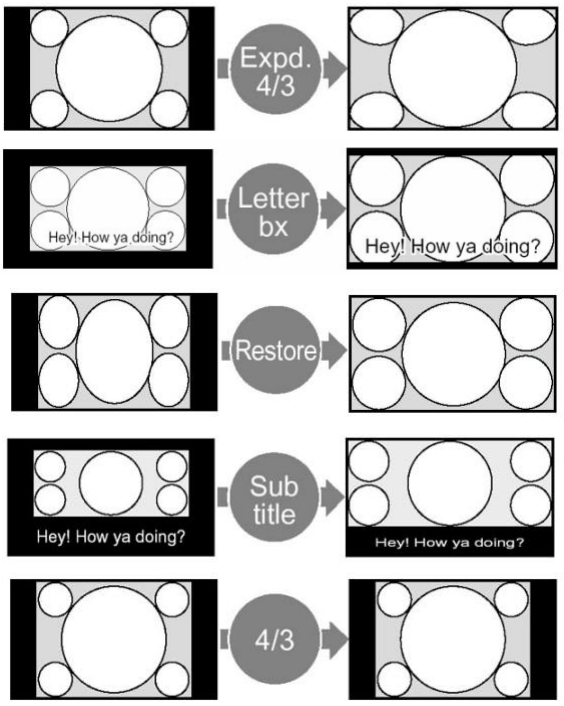
Built-in audio amplifier and optional speakers

The FWD-50PX1N is equipped with an audio amplifier for clear and distinguished audio reproduction. With the optional SS-SP50FW speaker set Sony delivers small size speakers with a great sound, that feature the same stylish design as the flat panel monitor and can be directly attached to both sides of the monitor. To optimise the sound, enhanced features such as Surround, Bass, Treble and Balance have been integrated.

Selectable aspect ratio

The aspect ratio can be selected by the On-Screen Display menu or direct via the aspect key of the remote commander. Five different modes are available:

- Expanded 4:3 (16:9 wide zoomed)
- Letterbox (16:9 zoomed)
- Full 16:9
- Subtitle (16:9)
- Normal 4:3 (using only the centre part of the screen for correct 4:3 aspect ratio)



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Resize and position

If a picture is not positioned correctly on the screen, the “resize and position” function can be used to adjust the vertical and horizontal position of the picture to fit the screen.

Picture zoom and screen split

The picture zoom function enables to zoom into a section of the picture for a closer look. In addition, it allows multiple plasma monitors to be used for a video wall application of 4, 9 or even 16 screens, and this without an additional picture processor. The index function facilitates the multiple monitor operation.

Easy control

The integrated control panel allows adjusting the volume directly but also gives access to all functions through the control menu.

Via the remote commander RM-980C and the On-Screen Display menu it is also possible to disable the control panel to prevent unauthorised persons from changing the plasma monitor’s settings, including the power button on the FWD-50PX1N.

The remote commander gives direct access to important functions such as input selection, volume control, picture control, aspect ratio, picture size and shift. With the ID-mode buttons and the numerical keypad it is also possible to select and control an individual display in a multi-display environment.

The new graphical On-Screen Display menu is available in six languages (English, French, German, Italian, Spanish and Japanese). It enables to control all functions of the FWD-50PX1N by using either the menu keys on the remote or on the control panel of the monitor.

RS232C and Control-S

The FWD-50PX1N is equipped with two control ports (Control-S and RS232C). The Control-S port enables a simple way to establish control, such as an easy daisy chain control of multiple plasma monitors.

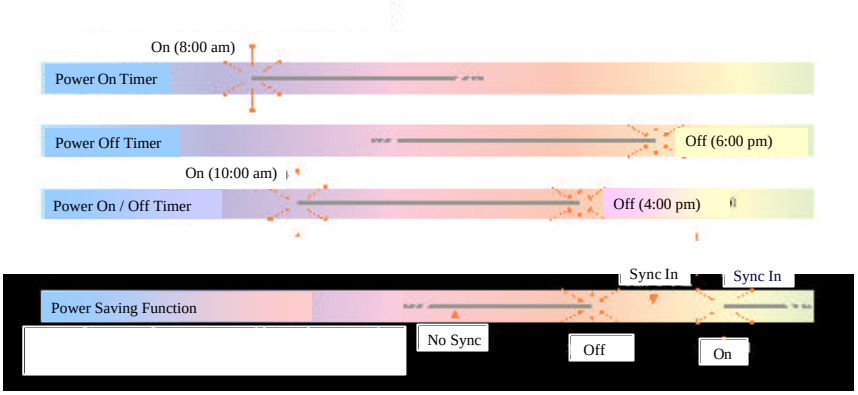
The RS232C port can be used if the control system requires having a feedback of the monitor. Status checks of the operation parameters and even failure codes can be read out via the RS232C port.

Self-diagnosis alarm

A self-diagnosis alarm for timely maintenance can be confirmed via the RS232C port or on the status menu.

Internal timer

The internal timer can be used to switch the FWD-50PX1N On or Off at specific times without the need of an external control system. The time, switch on, switch off and power saving time can be programmed by the remote commander or through the RS232C interface.



Memory of picture settings

The FWD-50PX1N comes with pre-sets for common computer signals as well as for video and HDTV signals. In addition, up to 20 custom pre-sets can be created. Via the On-Screen Display menu precise adjustments of the signal sampling are possible.

Colour temperature adjustment

Up to three colour temperature adjustments can be registered with the FWD-50PX1N.

Dot phase adjustment

The sampling phase for signal digitizing can be precisely adjusted to the input RGB analogue signal. This function achieves clearer pictures. When the display receives an input signal, it automatically adjusts the picture's sharpness (phase/pitch) and ensures that a clear pictures appears on the screen. In case it is not completely adjusted, the adjustment can be made manually.

Screen saver functions

Multiple screen saver functions are built in to reduce the burn-in of static computer images.

Picture Orbiting

The Picture Orbiting function moves the image around the screen pixel by pixel with a programmable interval. This avoids that static images remain on the same screen position. The Orbiting function reduces the burn-in of static images, but does not completely avoid it.

Picture Inversion

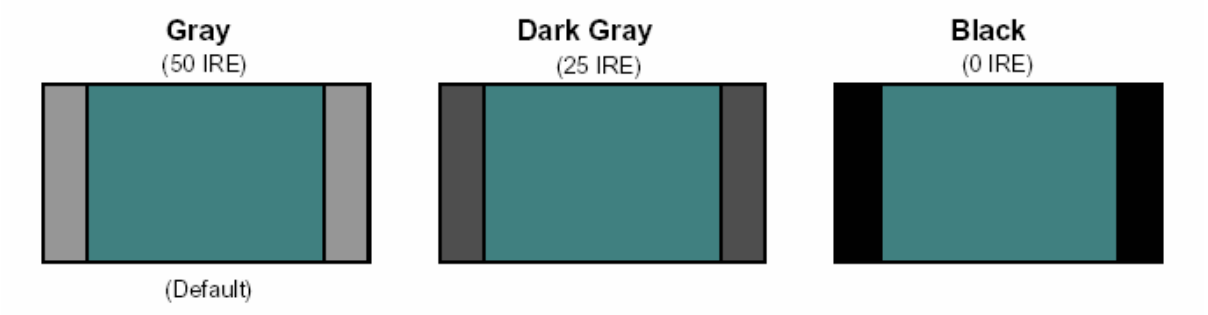
The Picture Inversion function reverses the colour tones of the image in order to invert the ageing process of the screen. Since the inversion will affect the colour composition of an image (like a negative film), its activation can be programmed via the timer for specifiable time gaps (e.g. during nighttimes).

NEW **All White**

To remove eventual slight forms of burn-in, the All White mode enables to wash away these spots.

NEW **Adjustable Background**

To avoid continues contrast between the image area and the background with 4:3 image display, changing the background colour varying from light grey to black in different steps reduces eventual burn-in symptoms.



NEW

Auto-Dimmer

To prevent the screen from burning in the display will automatically decrease brightness if there's not enough change in brightness for a period longer than 3 minutes.

Energy saving

The energy saving mode decreases the power consumption around 40%. When the energy saving mode is switched to On, the monitor will go into saving mode when there is no signal to INPUT 1 RGB and will turn on again when the sync signal is input again.

World-wide power supply

The FWD-50PX1N accepts 100 to 240 Volt and can therefore be used in various regions.

2 year extended warranty

The FWD-50PX1N comes with a 2 year after-sales program from Sony which is included with all products shipped to EU countries, Norway, Switzerland, Russia, Belarus, Ukraine, Moldova, Romania, Bosnia-Herzegovina, Serbia & Montenegro, Bulgaria, Macedonia, Albania, Turkey, Georgia, Armenia, Azerbaijan and Israel. It ensures total peace of mind while using a Sony Professional Plasma Monitor, bringing the following valuable benefits:

Original manufacturer repairs, providing quality of customer service and repair to Sony standards

Planned cost of ownership, with all parts and labour costs being included for 2 years

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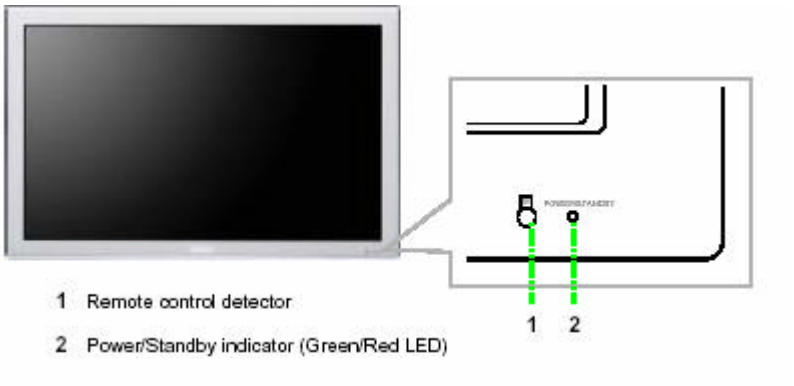
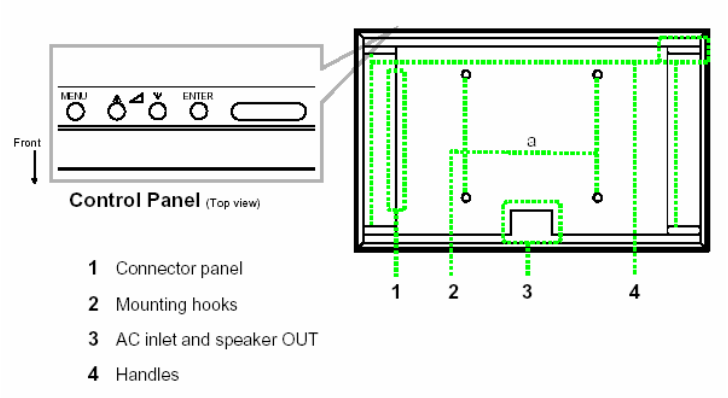
Product Configuration

Front



Rear



Bottom view (connector panel)

An option slot* is available for the optional boards BKM-FW10, BKM-FW11, BKM-FW12 or BKM-FW31 (see page 12)

(*) A metal plate covers the option slot; the insertion of a board is optional and not required for displaying computer signals

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Specifications

		FWD-50PX1N
PANEL	Resolution	1280 x 768 pixels
	Panel brightness	1000cd/m2
	Set brightness	450cd/m2
	Contrast ratio	1000:1
	Pixel Pitch	0.86 x 0.81 mm
	Active Area (W/H)	1098 x 620.5 mm
	Viewable Area	50-inch / 1270 mm measured diagonally
	Colours	1070 million colours simultaneously
COLOUR SYSTEM		NTSC/PAL/SECAM/ PAL60/PAL-M/PAL-N/NTSC4.43
SAMPLING RATE		13.5 to 140 MHz
	RGB	0.7 V p-p non composite, 1.0 V p-p composite, 75 Ohm
	YUV	0.7 V p-p non composite (U/V), 1.0 V p-p composite (Y), 75 Ohm
	Audio	-5 dBu, 500 mV rms., high impedance
VIDEO		***BKM-FW10 required***
	Composite In	BNC, 1.0 V p-p +/-2 dB, sync negative, 75 Ohm automatic termination
	Y/C In	Mini DIN, 4-pin,
		Y: 1.0 V p-p +/-2 dB, sync negative, 75 Ohm, automatic termination
		C: 0.3 V p-p (PAL), 0.286 V p-p (NTSC), +/-2 dB, sync negative, 75 Ohm
	Audio In	-5 dBu, 500 mV rms., high impedance
	Composite Out	BNC, loop-through
AUDIO OUT		Stereo mini jack, 500 mV rms., high impedance
SPEAKER OUT		2 x 7W (L/R), 6 Ohm
CONTROL-S		IN/OUT
REMOTE (RS-232C)		D-sub 9-pin
GENERAL		
	Power Requirements	AC 100 to 240 V, 50/60 Hz 3.7 to 1.5A
	Power Consumption	380 W (max)
	Operating Temperature	0 to 35 °C (32 to 95 °F)
	Storage Temperature	-10 to 40 °C (14 to 104 °F)
	Humidity	20 to 90 %, no condensation
	Dimensions (W/H/D)	1256 x 753 x 112 mm
	Mass	43 kg
WARRANTY	2 years parts and labour	YES
REGULATION COMPLIANCE		UL 1950, CSA No.950 (c-UL), CE LVD (EN60950), PSE, FCC Class-B, IC Class-B, VCCI Class-B, CE EMC (EN55022 Class-B, EN55024, EN61000-3-2, EN61000-3-3), C-Tick, CCC, EMKOs

Pre-Set Signals

		f_V [kHz]	f_V [Hz]
1	VGA-1 (VGA350)	31.5	70.1
2	640x350@85Hz (VESASTD)	37.9	85.1
3	640x400@85Hz (VESASTD)	37.9	85.1
4	640x480@60Hz (VESASTD)	31.5	59.9
5	Mac 13"	35.0	66.7
6	640x480@72Hz (VESASTD)	37.9	72.8
7	640x480@75Hz (VESASTD)	37.5	75.0
8	640x480@85Hz (VESASTD)	43.3	85.0
9	852x480@60Hz (I-O DATA)	31.7	60.0
10	VGA(VGATEXT)	31.5	70.1
11	720x400@85Hz (VESASTD)	37.9	85.0
12	800x600@56Hz (VESASTD)	35.2	56.3
13	800x600@60Hz (VESASTD)	37.9	60.3
14	800x600@72Hz (VESASTD)	48.1	72.2
15	800x600@75Hz (VESASTD)	46.9	75.0
16	800x600@85Hz (VESASTD)	53.7	85.1
17	Mac 16"	49.7	74.6
18	1024x768@60Hz (VESASTD)	48.4	60.0
19	1024x768@70Hz (VESASTD)	56.5	70.1
20	848x480@60Hz (VESASTD)	31.0	60.0
21	1024x768@75Hz (VESASTD)	60.0	75.0
22	1024x768@85Hz (VESASTD)	68.7	85.0
23	1152x864@75Hz (VESASTD)	67.5	75.0
24	Mac 21"	68.7	75.1
25	1280x960@60Hz (VESASTD)	60.0	60.0
26	1360x768@60Hz (VESASTD)	47.7	60.0
27	1280x960@85Hz (VESASTD)	85.9	85.0
28	1280x1024@60Hz (VESASTD)	64.0	60.0
29	1280x1024@75Hz (VESASTD)	80.0	75.0
30	1280x1024@85Hz (VESASTD)	91.1	85.0
31	1600x1200@60Hz (VESASTD)	75.0	60.0
32	856x480@60Hz (MATROX)	30.2	60.0
33	856x480@59.6Hz (MATROX)	30.1	59.6
34	856x480@60.1Hz (MATROX)	30.1	60.1
SDTV/HDTV			
1	PAL		
2	NTSC		
3	SECAM		
4	NTSC4.43		
5	PAL60		
6	PAL-M		
7	PAL-N		
8	575/50I		
9	480/60I		
10	1080/24PSF		
11	1080/50I		
12	576/50P		
13	480/60P		

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Accessories

Supplied Accessories

Remote Control	RM-980C
Battery	2 x Type AA
Power Cable	●
Cable Clips	●
Operation Instruction	●

Optional Accessories

Video Interface Board, BKM-FW10

By inserting the BKM-V10, the FWD-50PX1N can receive composite video (2 x BNC) and S-video (Mini DIN 4-pin) signals. The audio input is realised via phone Jack (L/R).

Component/RGB Interface Board, BKM-FW11

The BKM-V11 enables the FWD-50PX1N to receive component (5 x BNC) signals. The audio input is realised via phone Jack (L/R).

RGB/Component Active Through Board, BKM-FW12

With the BKM-V12 interface a loop function can be created to connect multiple plasma monitors in an active loop function. The audio input is realised via a single audio in.

Network management board, BKM-FW31

The card provides network status and control functions via a centralized "command" center software, which can connects up to 255 networked monitors.

Speaker set, SS-SP50FW

2 way passive radiator type
1 Woofer + 1 Tweeter + 1 passive radiator (Magnetically shielded)
Rated impedance: 6 ohms
Maximum input power: 7W
Dimensions (W/H/D): 125 mm × 741 mm × 80 mm

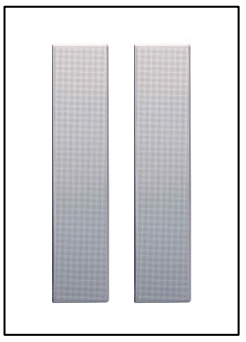

Table stand, SU-50FW

The optional table stand SU-50FW converts the FWD-50PX1N into a nice looking tabletop model even suitable for high-end meeting room applications. It has a neat and light feeling design, but only supports landscape mode installation (horizontal alignment). (740 x 724.4 x 334 mm / WxHxD)

Wall Mount Bracket, WB-LP1NL

The wall mount bracket features a flat design, easy installation and anti-theft lock for secure installation. The screws and fittings are enclosed by steel plate in-between the wall and the display, preventing the bracket to be removed from the wall. Finally, one of the monitor's mounting hooks can be sealed on the bracket with a lock, preventing the monitor to be taken off its bracket. It is compatible with the current public display models of different inch sizes as well as future products.

Ceiling Bracket, CB-LP1NL

The ceiling mounting bracket allows you to install the display over a range of 1 meter from the ceiling with an adjustable positioning. This ceiling bracket also features the anti-theft lock and compatibility with the other public display models. (Available from December 2004)

Floor Stand, FS-LP1NL (with Video-conferencing option)

This movable floor stand is specifically designed for meeting room environments, incorporating a support for a Sony video conference camera unit as well as a larger support for a processing unit or any play-out device. Its elegant cable management system enables to hide the cables while the security system enables to lock the display. This stylishly designed stand will also fit nicely in corporate reception areas, showrooms, exhibitions or any event where a display requires flexible positioning. It is also compatible with the other public display models. (Available from December 2004)

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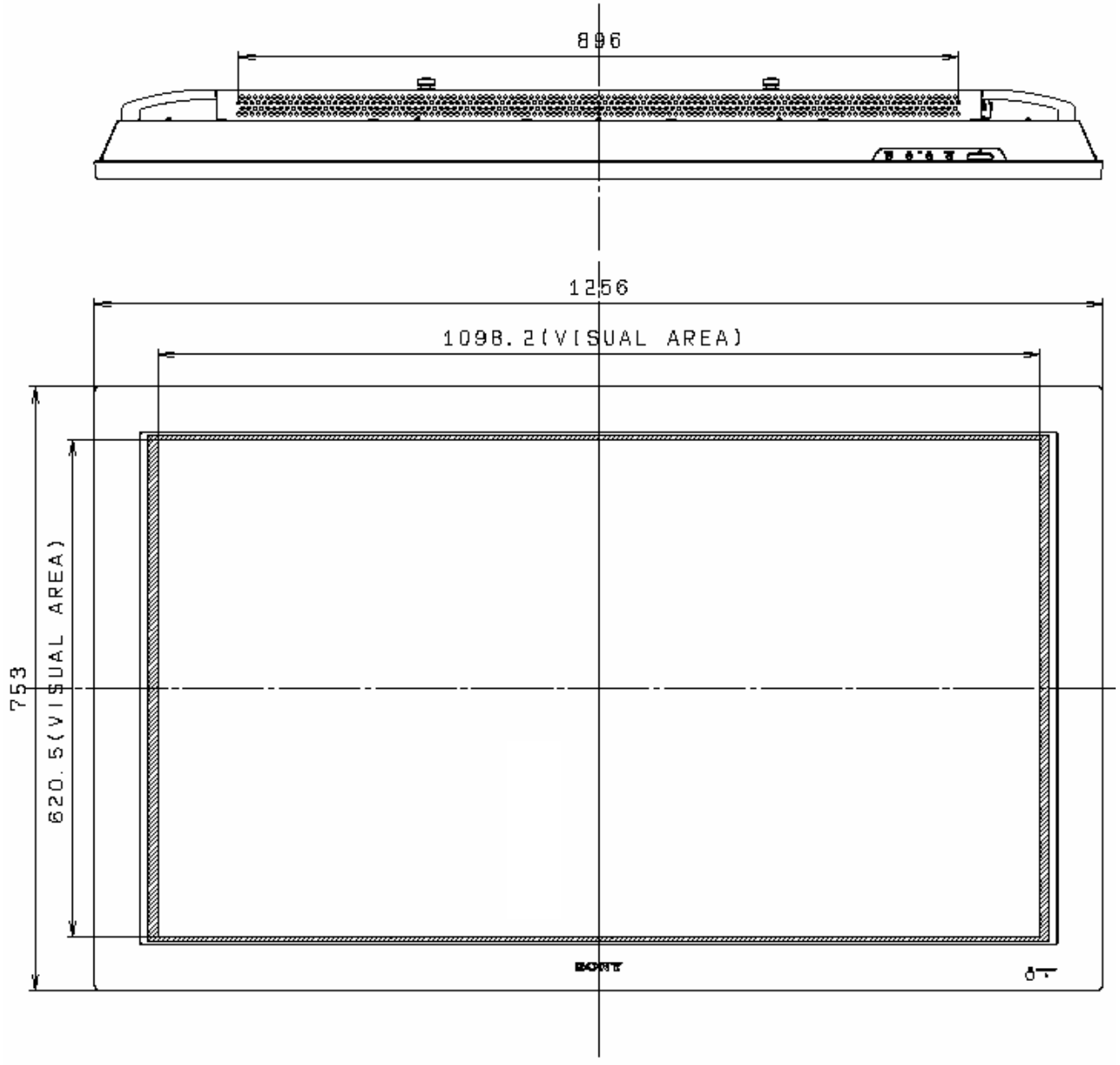
Dimensions



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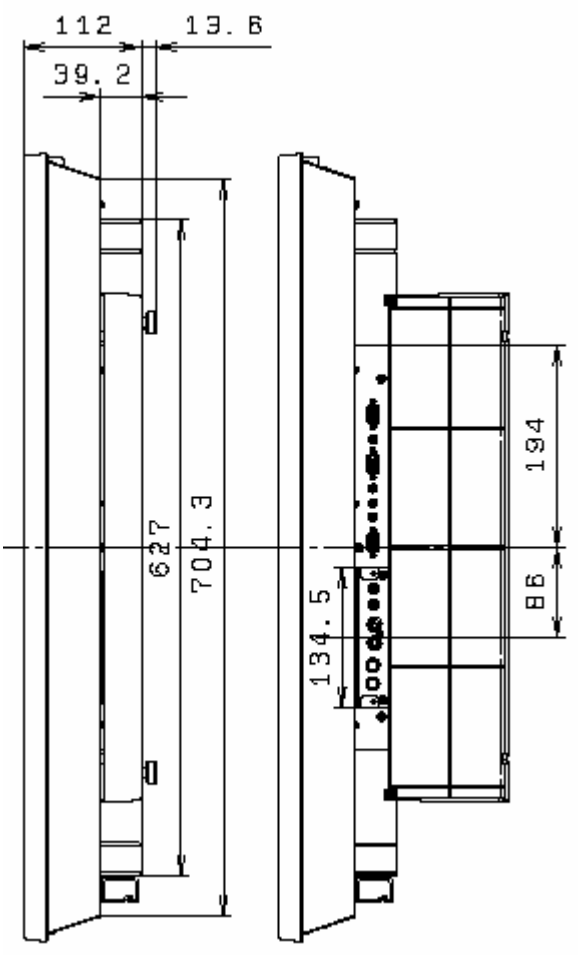

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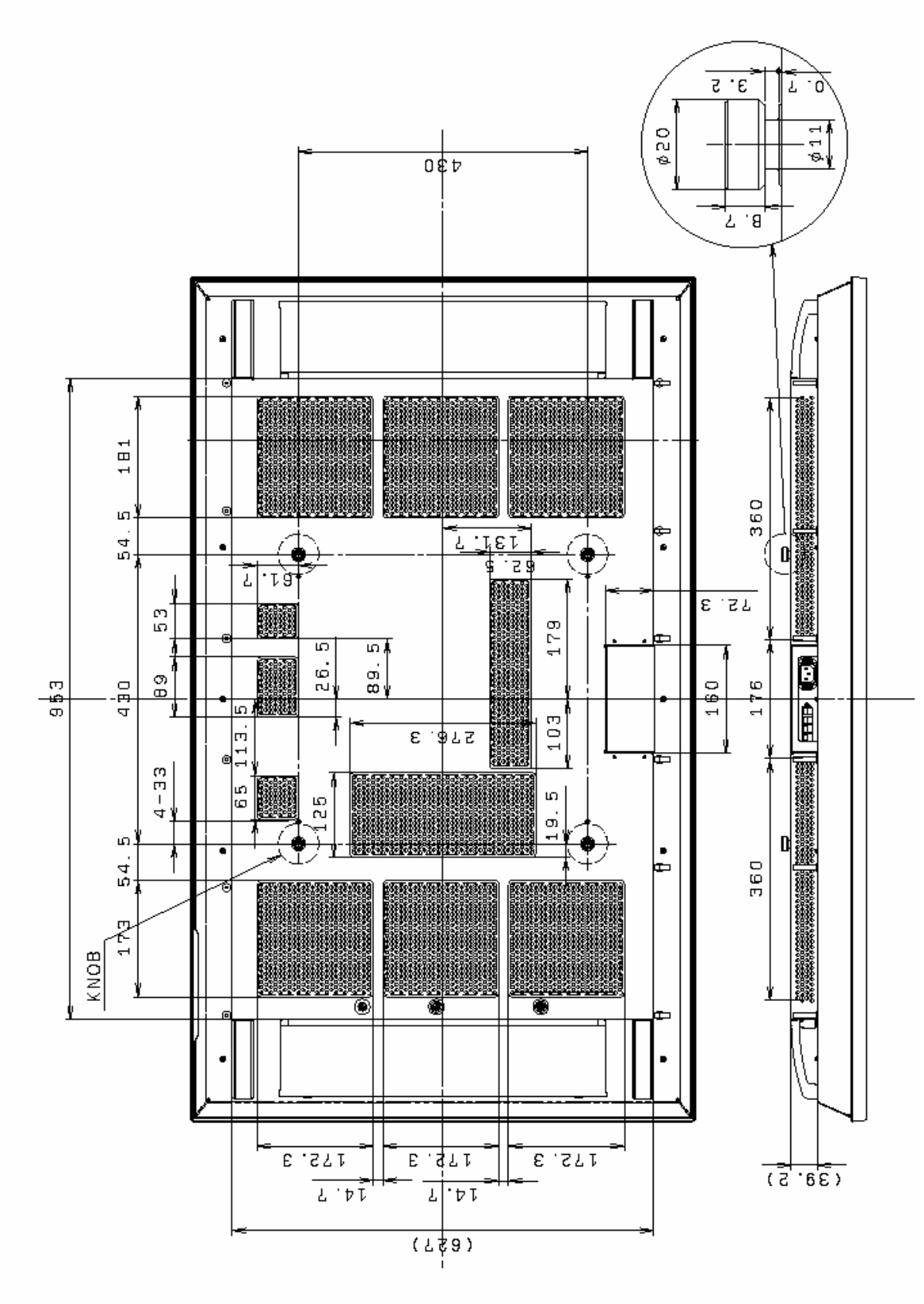
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